

Your Boy's Life's Work

What Shall It Be?

BOOK AGENT?

What? Yet, why not? Especially since an ambitious boy, with selling ability in him, stands the chance of making a mighty good income as a canvasser or a manager of canvassers, or field selling agent for a publisher, and in other ways—How a boy may start as a book agent, how he will be trained, and how he may go up the ladder of success rung by rung—Possible income at different periods in his development as an expert seller of books, either personally or as a manager of other agents.

By C. W. JENNINGS.

HAT! Book agent! Let my boy be a book agent for his life's work! Why, that isn't an occupation! A book agent is nothing but a peddler! Who ever heard of a book agent that amounted to anything or had any money?

This idea is quite general throughout the country among people that haven't had opportunity to know much about the publishing business; who, immediately the subject is mentioned, think of a couple picture they saw somewhere depicting an irate housekeeper emptying the contents of a dishpan over the head of an offending book canvasser. It is doubtful if a book agent ever had such an experience as that or one at all like it.

No, the proportion of successful men who have made their place in the world through the medium of selling books, particularly during the present day, is probably as great as in most other lines, and if your boy has it in him to be a good salesman, and takes up the selling of books seriously as a calling as he would other lines, he has a fine and promising field all his own.

This might be called the book age; for never in history has there been such a tremendous printing of books, and, as practically all of them are made to sell, and their publication rests primarily upon that fact, it stands to reason that they are sold. Also, such a great proportion of them are sold by direct canvassing that this gives employment to an army of book agents, who are seen in all the highways and byways of the country. The latest figures show that 150,000 volumes are published in the world every year, of which 10,000 are turned out in the United States and an equal number in Great Britain, with which our country maintains close commercial and publishing relations.

Now, we shall take it for granted that you have investigated the business carefully, have overcome your opposition to it, and that your son is willing to give it a trial. It is important, as already said, that he possess natural ability as a salesman; but this is one of the commonest traits in American character, particularly as nearly every material success is based upon it, and there is much more than an even chance that your boy does have this ability.

It is easy enough for him to find an opportunity to try his hand at book selling; for every publishing house that does any canvassing, and most of them do, is anxious to get good agents, and will respond instantly to an inquiry. All you have to do is to pick out the book and the house and write a letter to the publisher or selling agent. In all probability you or the boy will already have read dozens of advertisements asking for canvassers, an answer to any one of which would bring an instant reply.

If your boy is in earnest and intends to take up the work seriously, and so informs his prospective employer, the latter will arrange a meeting with one of the experienced general agents to give a series of first lessons in book salesmanship.

I had almost exactly this experience when working my way at college. My name was handed to a general agent seeking a likely representative at the college to handle a somewhat popular book, and the agent thereupon arranged to give me three weeks' instruction in the business of selling. I spent a couple of hours with him every day, my teacher each day using the part of a probable customer—one day a housewife, the next a busy lawyer, then a merchant, then a farmer, then a workingman, etc.—until I was equipped, so far as technique was concerned, to sell a book to anybody on earth.

In the meantime I was trying my hand among real people, with the result that, soon after the general agent had departed, I was able to average selling three or four books any afternoon I went out. As this particular book was sold for \$3.50, and my commission was 50 per cent., I was able to make over \$5.50 to \$7.50 each day. This was not, and is not, at all unusual, even soon after the beginning, and I do not know another occupation that offers such large early financial returns.

But I was not content with these results and my success soon attracted the attention of other students who were tired of taking care of horses and furnaces and sawing wood to pay their board bills while attending college. I gave a number of these the same training I had received and sent them out during the summer vacation as canvassers, keeping 25 cents on every volume they sold. The result was that the next year, as several of the students remained out to accumulate enough money to pay their way without work on the side while studying, I had an independent income of several dollars a day without doing more than to cash these subagents' money orders and send them the books. And then the publishing house offered me a salary of \$125 a month and expenses to go out as an established and trained agent.

This opportunity, in the present day, twenty years later, is still open to an ambitious boy, and he can figure on an income of 40 to 50 per cent. on the gross amount of his sales. No money whatever is needed at the start, except enough to pay his board, and he can take up his work while still living at home until he accumulates sufficient to take him elsewhere. A publisher will give him a limited territory exclusively, or he can go all over the country if he wishes, as every man and family are prospective customers, and there are some 20,000,000 such in the United States.

After succeeding as a canvasser, which your boy can demonstrate within a comparatively short time, say a year or so, he will probably wish to be a sort of general or special agent, the man that gets other agents and puts them to work, in which case he will receive ten per cent. commission on all the books these agents sell for him. Suppose he has the ability to find and keep in the field an average of twenty canvassers, selling a book that retails at \$2, and that these agents average four sales a day each, on which they clear 50 per cent. Your boy's commission of 10 per cent., or 20 cents a volume, brings him an income of \$16 a day, or \$96 a week. Out of this he has to pay his hotel and traveling expenses; but even so he is getting what many would think a very fine income.

In all probability the next step taken by your boy will be to arrange with a publishing house to take care of the canvassing in a large specified territory—such as two or three northwestern states, for example—for one or more books, on the basis of receiving 65 to 70 per cent. of retail price. Out of this he has to pay his agents their 40 to 50 per cent. and all expenses incident to the agency. His earnings, depending entirely upon his ability to find good salesmen and the popularity of the book, which rests largely upon the ability of these salesmen, may amount to thousands of dollars a year.

Of course this has established him in his own business, and he will in all likelihood remain in it—as the achievement of such success before he is thirty or thirty-five will be sufficient to keep him at it—instead of taking charge of the sales department of a large publishing house at a salary.

If your boy should choose to remain in direct canvassing himself, he will soon grow beyond any mere \$2 or \$4 book, and will take to selling entire sets, or anything or everything that the publishing house he is connected with turns out. Or he will make himself a roving canvasser with connections with a number of leading publishers, to get a commission on everything he sells. The writer is acquainted with one such who thought nothing of calling on a stranger and coming away in half an hour with an order on which his commission amounted to anywhere from \$25 to \$100. Indeed, this particular agent had built up a following among rich clients who took practically anything he recommended that they could add to their libraries, and in many instances he actually selected and shipped to persons suddenly become rich the entire contents of their libraries, which cost them from \$20,000 upward.

Still other canvassers make a specialty of handling only rare and deluxe editions, which retail from \$100 upward, building up a following among rich book collectors.

Whichever specialty your boy may choose, he could not find a more respectable business, nor one in which he will deserve and receive greater welcome more times than otherwise. Many millionaires have given orders to their employees to admit their favorite book agent without announcement, as in this way they know they will not miss the opportunity to acquire the best works in the book market. And at the same time the book agent is absolutely his own boss and can increase or decrease his income at will.

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Contrary Galts.
"Is Jones running for office?"
"Yes, and he is going to win in a walk."

HAD A REASON FOR BEING

Carnegie Elicited Information Asked For, but it is Doubtful if He Appreciated It.

At the recent dinner given by Andrew Carnegie, an eminent lawyer, seated half-way down the table, was deeply immersed in conversation with his neighbor when the host opened up the subject of the British coinage system, and showed signs of wishing undivided attention.

"Every other civilized nation," he declaimed, "has the decimal system, while England adheres to the absurd and cumbersome table of pounds, shillings and pence." Rap-rap-rap.

The raps were for the lawyer, who remained absorbed in his own conversation. "And even farthings," continued the iron-master. "Is there anything else in finance so ridiculous as the farthing?" Rap-rap.

The lawyer glanced around somewhat impatiently.

"Judge G—," Mr. Carnegie called out, "why do the British continue their coinage of farthings?"

"To enable the Scotch to practice benevolence," Mr. Carnegie, returned the lawyer.

SUCCESSFUL TREATMENT OF PIMPLES AND BLACKHEADS

A speedy and economical treatment for disfiguring pimples is the following: Gently smear the face with Cuticura Ointment, but do not rub. Wash off the ointment in five minutes with Cuticura Soap and hot water and bathe freely for some minutes. Repeat morning and evening. At other times use hot water and Cuticura Soap for bathing the face as often as agreeable. Cuticura soap and ointment are equally successful for itching, burning, sealy and crusted humors of the skin and scalp, with loss of hair, from infancy to age, usually affording instant relief, when all else fails. Send to Potter Drug & Chem. Corp., Boston, Mass., for the latest Cuticura book on the care and treatment of the skin and scalp.

WHERE IT WAS LACKING



She—You puckered up your lips so then that I thought you were going to kiss me.

He—No; I got some grit in my mouth.

She—Well, for goodness' sake swallow it! You need it in your system!

OATS—250 Bu. Per Acre.
That is the sworn to yield of Theodore Harnes, Lewis Co., Wash., had from Salzer's Rejuvenated White Romanas oats and won a handsome \$0 acre farm. Other big yields are 141 bus., 110 bus., 103 bus., etc., and by farmers scattered throughout the U. S.

Salzer's Pedigree Barley, Flax, Corn, Oats, Wheat, Potatoes, Grasses and Clovers are famous the world over for their purity and tremendous yielding qualities. We are easily the largest growers of farm seeds in the world.

Our catalog bristling with seed truths free for the asking, or send 10c in stamps and receive 10 packages of farm seed novelties and rarities, including above mentioned oats, together with big catalog. John A. Salzer Seed Co., 182 South 8th St., La Crosse, Wis.

The Test of Intellect.
"I wonder why Mrs. Filmgilt regards her husband as stupid. He has been very successful in business."

"Perhaps," replied Mr. Meekton, "he's like so many of the rest of us who can't possibly learn to keep the score of a bridge game."

LADIES CAN WEAR SHOES
one size smaller after using Allen's Foot-Ease, the antiseptic powder to be shaken into the shoes. It makes tight or new shoes feel easy. Kerosene substitutes. For Free trial package, address Allen S. Olmsted, Le Roy, N. Y.

There's Many a Slip.
"What is the name of the song the lady is singing?"
"Meet me in Heaven!"
"Don't you think she's taking a great deal for granted?"

Taking Garfield Tea will prevent the recurrence of sickheadache, indigestion and bilious attacks. All druggists.

A good home is the best exposition of heaven.

TO CURE A COLD IN ONE DAY
Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. GILROY'S signature is on each box. 2c.

The bill collector is also a settlement worker.

Take Garfield Tea to arouse a sluggish liver—all druggists sell it.

It is the little heart that is soonest broken.

A Fairly Wet World.

The Pacific ocean covers 65,000,000 miles, the Atlantic 30,000,000 and the Indian, Arctic and Antarctic 42,000,000. To stow away the contents of the Pacific it would be necessary to fill a tank one mile long, one mile wide and one mile deep every day for 440 years. Put in figures, the Pacific holds in weight 948,000,000,000,000,000 tons.

The Atlantic averages a depth of not quite three miles. Its water weighs 325,000,000,000,000,000 tons, and a tank to contain it would have each of its sides 43 miles long. The figures of the other oceans are in the same startling proportions. It would take all the sea water in the world 2,000,000 years to flow over Niagara.

The Handy Remedy for Eruption Caused by Poison Ivy or Wood Poison is Resinol Ointment.

I have used Resinol Salve for several years. I was badly broken out with eruptions caused by Poison Ivy. The itching was unbearable. My doctor recommended Resinol. It did its work fine. Being subject to wood poison, I now keep a jar of Resinol on hand. I have told others of it who had like results. Jno. H. Kohl, Benton, Kan.

Queen Mary's Trouseau.

Queen Mary is following the example set by her mother, the duchess of Teck, who at the time of her daughter's wedding with the present king declared that for the trousseau "not a yard of cambric or linen, of flannel or tweed, of lace or ribbon should be bought outside the kingdom," and who kept her coronation robes and gowns for court functions as well as the opening of parliament gown made by a British firm of all British material. She has ordered eight dresses so far, and work on them has commenced—London Correspondent New York Sun.

England's Oldest School.

A controversy has arisen in England as to which school has the right to claim greatest age. There are two schools which were founded in the early part of the seventh century—the King's school, Rochester, and the King's school, Canterbury. Justus, on his appointment to the see of Rochester in 604, made provision for a school in connection with the cathedral. Augustine established the Canterbury school about the same time. St. Peter's at York dates back to the eleventh century.

A Quick Sidestep.

Merchant (to widow)—I am willing to buy your husband's working business and good-will for \$5,000.

Widow—Well, but I happen to be part of the working business.

Merchant—Then I'll take only the good-will.—Flegende Blaetter.

Important to Mothers.

Examine carefully every bottle of CASTORIA, a safe and sure remedy for infants and children, and see that it bears the Signature of *Dr. J. C. H. H. H.*

In Use For Over 30 Years.

The Kind You Have Always Bought.

BEAUTIFUL POST CARDS FREE.

Send 2c stamp for five samples of our very best Gold Embossed, Good Luck, Flower and Motto Post Cards, beautiful colors and loveliest designs. Art Post Card Club, 731 Jackson St., Topeka, Kan.

Cheap Form of Fuel.

A Welsh rabbit may be cooked on an electrical chafing dish at an expense of 1½ cents for current.

Garfield Tea cannot but commend itself to those desiring a laxative, simple, pure, mild, potent and health-giving.

Much moonshine goes into plous talks about making sunshine.

The Human Heart

The heart is a wonderful double pump, through the action of which the blood stream is kept sweeping round and round through the body at the rate of seven miles an hour. "Remember this, that our bodies will not stand the strain of over-work without good, pure blood any more than the engine can run smoothly without oil." After many years of study in the active practice of medicine, Dr. R. V. Pierce found that when the stomach was out of order, the blood impure and there were symptoms of general breakdown, a tonic made of the glyceric extract of certain roots was the best corrective. This he called

Dr. Pierce's Golden Medical Discovery

Being made without alcohol, this "Medical Discovery" helps the stomach to assimilate the food, thereby curing dyspepsia. It is especially adapted to diseases attended with excessive tissue waste, notably in convalescence from various fevers, for thin-blooded people and those who are always "catching cold."

Dr. Pierce's Common Sense Medical Adviser is sent on receipt of 31 one-cent stamps for the French cloth-bound book of 1008 pages. Address Dr. R. V. Pierce, No. 663 Main Street, Buffalo, N. Y.

He who cannot do kindness without a brass band is not so scrupulous about his other dealings.

To correct disorders of the liver, take Garfield Tea, the Herb Laxative.

Talent earns what the world gladly gives to tact.

Lewis' Single Binder cigar. Original Tin Foil Snapper Package, 5c straight.

Love does not depend for its strength on concentration.

BLOOD HUMORS

It is important that you should now rid your blood of those impure, poisonous, effete matters that have accumulated in it during the winter.

The secret of the unequalled and really wonderful success of

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as a remedy for Blood Humors is the fact that it combines, not simply sarsaparilla, but the utmost remedial values of more than twenty ingredients—Roots, Barks and Herbs—known to have extraordinary efficacy in purifying the blood and building up the whole system.

There is no real substitute for Hood's Sarsaparilla, no "just as good" medicine. Get Hood's today, in liquid form or tablets called Sarsatabs.



FOR PINK EYE

Cures the skin and acts as a preventive for others. Liquid given on the tongue. Safe for broad masses and all others. Best kidney remedy 30 cents and \$1.00 a bottle; \$3.00 and \$10.00 the dozen. Sold by all druggists and horse goods houses, or sent express paid, by the manufacturer, SPOHN MEDICAL CO., Chemists, GOSHEN, INDIANA.



"It Cured My Back"

"For twenty-nine years I have been at intervals a great sufferer from rheumatism. During that time, no telling how many gallons of the various kinds of liniments and oils I have used and with but little relief. Recently, I was confined to my bed helpless. I tried Sloan's Liniment and used it with such satisfactory results that I sent for two large bottles, and I have up to this time used about half a 50 cent bottle with splendid success."—JAMES HYDE, Beebe, White County, Ark.

Got Ease in Less Than Ten Minutes.

MR. JAMES E. ALEXANDER, of North Harpswell, Me., writes:—"I am a horseshoer and subject to many strains in my back and hips which has brought on rheumatism in the sciatic nerve. I had it so bad one night when sitting in my chair, that I had to get on my feet to get relief. I at once applied your

SLOAN'S LINIMENT

to the affected part and in less than ten minutes it was perfectly easy. I think it is the best of all Liniments."

Sloan's Liniment does not need any rubbing. It's a powerful penetrant. Try it for Rheumatism, Sciatica, Sprains, Chest Pains, and Sore Throat. It gives almost instant relief.

Price 25c, 50c., and \$1.00 at All Dealers. Send for Sloan's Free Book on Horses. Address

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Send only 2c stamp and receive 5 very finest Gold Embossed Cards FREE to introduce just card offer. Capital Card Co., Dept. 79, Topeka, Kan.



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Refuse all substitutes claimed to be "just as good," the true values of which are unknown. You are entitled to the best. Insist upon having the genuine W. L. Douglas shoes with his name and price on the bottom.

You Look Prematurely Old

Because of those ugly, grizzly, gray hairs. Use "LA CREOLE" HAIR DRESSING. PRICE, \$1.00, retail.